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84. The method of claim 83, further including the step of rating the musical selection preview selected by the user.

85. The method of claim 83, further including the step of identifying the musical selection preview with a product code.

86. A communications system enabling a user to preview a pre-selected portion of a pre-recorded music product, the system comprising:

a user terminal in network communication with a central site, the central site including:

a link to a storage device for storing pre-selected portions of a plurality of different pre-recorded music products,

a comparison capability for recognizing a user at the user terminal, and

a processor for retrieving and transmitting the pre-selected portion of the pre-recorded music product upon request of the user.

87. The system of claim 86, wherein the portions of the portions of the music products are retrieved from the central storage device using unique product codes.

88. The system of claim 86, further comprising an audience monitor for compiling user requests to provide market research data.

89. The system of claim 86, further comprising means for collecting user demographic

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